

Arts on the Air Program

Guidelines and Application Instructions

DEADLINE: March 21, 2014 (Postmark)



Background

Through a special allocation arranged through Assembly Speaker John A. Perez, the California Arts Council (CAC) received one-time funding totaling \$2 million that will be committed by June 30, 2014 for support of grant activities completed by June 30, 2015. Grant programs using these funds will reflect a number of types of initiatives in the arts.

The California Arts Council has developed a limited number of competitive programs to use this one-time \$2 million fund. It is the intention of the Council to fund a limited number of exceptional proposals in order to accomplish one or more of the following objectives:

- testing new approaches to using the arts to serve communities;
- building greater public awareness of the contributions that the arts contribute to the lives of Californians;
- supporting substantial (both proven and/or groundbreaking) projects that can only be accomplished with major funding from the Council; and
- encouraging collaborations between arts organizations and one or more of the following:
 - arts organizations serving other constituencies
 - other community-focused nonprofit organizations
 - local governments and government agencies

The final authority for the grants decisions is the Council. This is a unique, one-time fund and the Council will carefully determine how it can and should be strategically leveraged. These funds are meant for high impact efforts—the Council is looking to fund fewer, but bigger proposals.

Arts on the Air Program - Purpose

In alignment with the California Arts Council's strategic goal of building awareness and public will, Arts on the Air supports the creation, on air broadcast, promotion (and potential free distribution) of original public media content designed to expose Californians to impactful stories about the arts and their value.

Available Funding for Arts on the Air Program

The Council has allocated \$200,000 for the Arts on the Air Program; it is anticipated that 2-5 projects will be funded.

Applicant Eligibility

Applicants must be nonprofit public radio or television stations based in California. Joint nonprofit public radio/television stations may apply as one applicant. **Use of fiscal receivers is not allowed.**

Project Goals

This program will support projects that:

- demonstrate the impact and benefits of the arts through professional public television or radio storytelling and reporting
- feature California artists and arts organizations, community arts and arts education initiatives
- reach and serve a large number of existing and new media outlet audiences
- aim to increase content distribution on a gratis basis via partnerships with other California media entities
- in addition to on air broadcast, utilize multi-platform components (such as, digital presence, social media engagement, and interactive strategies) and live public event(s), if feasible
- stimulate increased cultural engagement with underserved communities
- provide educational content for use by parents and teachers
- encourage engagement with local business communities

Requirements for Proposed Projects

- programming to maximize audience reach and community engagement
- clear plan to build public awareness and support for the arts
- project may be an expansion of existing programs OR new initiatives (not business as usual)
- projects involving artists/arts organizations not previously used/covered within the previous two years
- television projects may range in length from short-form to broadcast-length; radio projects may involve single programs, limited series or segments within ongoing programming
- involve appropriate media professionals: producer, director, writer, designer, reporter, as needed

Grant Period

Funded project activity must occur between late June 2014 and June 30, 2015. A funding request for a discrete phase of a multi-year project is allowable as long as all proposed activities of the phase are completed by June 30, 2015. **No extensions will be allowed.**

Request and Grant Amounts

Requests are expected to be made only for amounts from \$50,000 to \$100,000. Grants will be made for the full request amount only.

Funding Restrictions

- When applying for a grant for program expansion, the request may not supplant in full or in part funding for current activities.
- Grant monies may not be used for indirect costs.

Grant Matches

Applicants are required to match grant funds at a dollar-for-dollar (1:1) for their proposed projects. Matches may consist of cash and/or in-kind provisions.

The source of a grantee's cash match may be corporate, private contributions, local or federal government, or earned income. Allowable sources for the match include cash on hand for use during the grant period and/or secured commitments to provide funds, labor, equipment, and services to the project during the grant period.

An in-kind match refers to the fair market monetary value of any allocation by your organization or contribution by outside organizations or individuals of labor, materials, goods, or services to the project. It can include salaried staff time, volunteer hours, and materials donated. Applicants are expected to determine the actual or fair-market value of these contributions.

Project matches may only be indicated in the proposal if there is a firm commitment from the source(s). All matching cash and in-kind contributions must be spent on project-related activities that will take place during the grant period. Cash or the value of goods, services, and labor spent on the project prior to June 30, 2014 cannot be counted towards the required match. State funds may not be considered a match source for purposes of this grant.

Postmark Deadline: March 21, 2014

Review Criteria

An advisory panel will assist the Council in evaluating applications based on the following criteria:

- **Quality of plan:** Creativity of goals for arts-related broadcast, effectiveness of use of resources to accomplish the project, and scope of impact.
- **Reach:** Effective use of broadcast and multi-platform components, plan for maximizing current audience base, and plan for outreach to new/different/diverse listeners or viewers
- **Use of California artists:** Extent to which California artists are creatively and effectively engaged for the project.
- **Managerial and fiscal competence of applicant:** Ability of applicant's staff to address project activities and financial plan. Qualifications of project's team; project budget, community support, and overall fiscal capability.
- **Ability to complete proposal:** Based on resources for the project, likelihood that the project will be successful and occur within the required timeframe.

Advisory Panel Evaluation Process

The advisory panel's review of applications and work samples is a multi-step process and involves assigning evaluative designations to an application based on the hierarchy outlined below. Panelists' individual designations are aggregated into an applicant's final designation.

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|------------|---|
| Model | Meets all of the review criteria to the highest degree possible. |
| Excellent | Designates an applicant as a high priority for funding. |
| Good | Strongly meets the review criteria; however, some improvement or development is needed. |
| Acceptable | Has some merit; however, does not meet the criteria in a strong or solid way. |
| Ineligible | Not fundable under any circumstances; inappropriate for CAC support. |

Staff will provide a summary of the advisory panel's evaluations to the Council for discussion at a subsequent Council meeting.

Council Decision-making

Subsequent to receiving and reviewing the advisory panel's evaluations, the appointed Council will consider and make funding decisions at a public meeting. When making the final funding decisions, the Council will consider the following factors about the proposals:

- outreach to new/different communities
- overall statewide geographical distribution of funded proposals
- variety of projects
- projects that are set to begin as early as possible
- likelihood of demonstrating the value of the arts to Californians, and their communities and legislators

What the CAC Does Not Fund

- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- For-profit organizations
- Programs not accessible to the public
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, colleges, or universities
- Trust or endowment funds
- Purchase of equipment, land, buildings, or construction (capital outlay or expenditures)
- Out-of-state travel activities
- Hospitality or food costs
- Expenses incurred before the starting or after the ending date of the grant

Timeline

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|--------------------------------|---|
| February 7 | Application available |
| February 13 | Guidelines webinar – also on website post-webinar |
| March 21 | Application deadline - postmarked |
| Late June | Funding decisions |
| Late June | Funding notifications |
| Late June 2014 – June 30, 2015 | Funded activity period |

Grantee Requirements

Applicants are the entities legally entering into an Agreement with the CAC when funded. They will be required to perform the obligations of the Agreement, which include in part:

- To better educate our elected representatives on the value of the arts, you will be expected to include with your approved grant, copies of signed letters sent to the Governor and your State Senate and Assembly representatives thanking them for your Arts on the Air grant. Personal visits to legislators are encouraged.

- Use CAC logo on all printed, electronic materials, television broadcasts, and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.) and credit the CAC on all printed and electronic materials: “This activity is funded in part by the California Arts Council, a state agency.”
 - When discussing the project and activities supported by this grant, credit must be given to the CAC.
 - A Final Report summarizing Arts on the Air Program grant-funded activities and accomplishments will be required at the end of the grant period.
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Application Instructions

Application Form

Please review the application form before reading these instructions. Most questions are self-explanatory, but below are some helpful hints we anticipate may be useful.

Q. 19 and 20. Your briefly stated mission and purpose gives readers a clear understanding of the applicant organization’s profile and how the proposed project might fit with the types of arts programming and services you provide.

Q. 27. The thumbnail sketch of the proposed project should generally outline the five Ws: what, when, who, where, why. This brief description is what should give the reader a clear, though brief, understanding of what will transpire. It will be used to describe your project in any summary of applicant projects overall.

Attachments

Please prepare and submit the following attachments in addition to the application form:

1. Bios of staff members of the applicant station who are key to the proposed project; include administrative and/or artistic personnel as warranted. Note the staff members’ titles and roles in the proposed project. (The aggregate of all key applicant organization bios is limited to 2 pages total.)
2. A brief description of current arts-related programming, if any (up to one page only).
3. *No California Cultural Data Project report is required for this grant.*

Do not submit additional attachments.

How to Submit Your Hard Copy Application

(There is no electronic submission opportunity for this program's application.)

Step 1.

Assemble in the following order your original application packet consisting of:

- Original Completed Application Form (signed)
- Applicant Organization bios (up to two pages total)
- Brief description of current arts programming, if any (up to one page total)

Step 2.

Make 20 copies of your original application packet. Pages must be single-sided, 8 ½ x 11.

Original and copies do not need to be printed in color. Use paper clips to keep each set separate and intact.

Step 3.

Mail the original application packet and the 20 copies by the March 21, 2014 postmark deadline:

California Arts Council
AIR application - _____ (indicate "television" and/or "radio")
1300 I Street, Suite 930
Sacramento, CA 95814

Incomplete and improperly submitted applications will not be considered.

Staff Assistance

CAC staff is available on a limited basis to offer guidance and clarification in preparing your proposal. We recommend that you contact staff as early as possible to ensure that you can be accommodated.

Program Contact:

Patty Milich, Programs Officer
patty.milich@arts.ca.gov or 916/322-6385